

## Over two million euros in scholarships: Polimoda's plan to build a future for new generations

**The school announces an unprecedented scholarship program for 2020/2021, offering opportunities to access both undergraduate and master programs for young people around the world.**

*Florence, April 2nd, 2020* – Polimoda announces a scholarship plan worth over 2 million for the 2020/2021 academic year. The new program provides a cross-cutting structure that will cover various academic offerings, divided into two-year, four-year and master programs. Open calls will be announced throughout the academic year, dedicated to the most deserving young people of both the Florentine and Tuscan territory, as well as those at a national and international level.

*“We overcame this difficult moment by bringing all of our teaching activities online to continue to be close to our students,”* explains Polimoda Director Danilo Venturi. *“In less than a month, we delivered 3300 lesson hours, covering almost all of the teaching modules. We’ve given students the opportunity to take their final exams online to make sure they won’t lose a year. We have also made ourselves available to keep our workshops open in the summer — if allowed. We will give the students who prefer temporarily suspending attendance the opportunity to resume their education at another time and at no cost. The last Open Day was held online, and Business Links — a yearly event connecting our students with the human resource teams of companies — will also take place remotely. But this is not enough. We know that, unfortunately, after the health emergency, there will be an economic one and it will require a community effort to get the fashion system back on track. The school is one of the foundations of society and with this scholarship plan, we want to do our part.”*

This is an unprecedented investment for the institution — chaired by Ferruccio Ferragamo — considered one of the best in the world for teaching fashion and luxury. In recent years, it has recorded a significant growth in terms of students, notoriety and size. Today, Polimoda has more than 2300 students, 70% of which are international and determined to study in Italy because of the quality of the school’s educational offerings, the prestigious faculty composed of industry professionals, and the course partnerships with the biggest names in fashion; from Gucci to LVMH and Salvatore Ferragamo to Valentino and Missoni, just to name a few. With three campuses in the heart of Florence and Made In Italy production, the school offers professionally equipped laboratories, including the newest location, Manifattura Tabacchi, inaugurated in January. With the new scholarship plan, all of this will be made accessible to the most deserving young people of Florence, Italy and the world.

The initiative is part of Polimoda's already active commitment in supporting fashion talents. Each year, scholarships are awarded to students in different courses thanks to projects in collaboration with companies; Polimoda Talent, the annual business development program, supports alumni in the development of entrepreneurial ideas and the new Polimoda Coaching with Linda Loppa, launched last February, helps fashion designers at a turning point in their career take the next big steps towards success.

During the year, calls will be opened for young people from all over the world, giving future students the opportunity to access dedicated undergraduate and master programs for the 2020/2021 academic year.

*“During this global crisis, everyone must do their part to accelerate recovery as soon as possible”* underlines Polimoda’s President Ferruccio Ferragamo. *“Our mission is to connect the world of training and the reality of work and industry, and*

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*through these scholarships, we want to contribute to the future of the new generations. We are the first to make this investment, but I hope we won't be the only ones. We are open to collaborating with public entities, private donors and private companies to carry on in this direction."*

Through this project, Polimoda wants to be the spokesperson of a message intended for the whole sector; to rethink and relaunch the fashion system starting from young people — the professionals of tomorrow.

*"We know that fashion, like all of the Arts, has always produced great innovations at such historical times," concludes Venturi. "The two great wars of the 1900s prompted Chanel in womenswear and Ferragamo in footwear to introduce new shapes, materials and colors. With the crisis of '78, Armani deconstructed the jacket and changed the style of millions of men. The 90s marked the end of the world, but for fashion, it was a great period of stylistic avant-garde. Fashion, as well as other sectors, had already reached unsustainable levels of acceleration for humans and the environment well before the Coronavirus. I think this crisis can flourish into an opportunity to review the fashion industry and the model of society in which we want to live. After Covid-19, we will pray to the ones we lost, embrace the ones we love and take care of the future for new generations. They will be the great protagonists and these scholarships are a small contribution so all of this can happen."*

Details and scholarship application details will be announced shortly and can be consulted on the website [www.polimoda.com](http://www.polimoda.com).

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